

Utah Silicon Valley Alliance
Press Release
December 13, 2000

Wednesday, December 13, 2000, Governor Leavitt made the following announcement regarding the Utah-Silicon Valley Alliance:

By executive order, the Governor will create the Utah Silicon Valley Alliance as an operating center of the Department of Community and Economic Development (DCED).

The Alliance will be an unincorporated association operating under a steering committee which the Governor will chair and with members selected primarily from the private sector business community. A set of Task Force groups will be established to accomplish the desired objectives of the Alliance.

A Memorandum of Understanding will be prepared between DCED, the Economic Development Corporation of Utah (EDCU), other economic development organizations, individual corporations, and trade organizations, that join the Alliance. The MOU will spell out the working relationships and obligations of members of the Alliance.

DCED will be the financial and contracting agent for the Alliance with Rod Linton acting as Executive Director of the Alliance.

The Governor also announced the a number of committees and Task Groups will be organized to implement specific programs and initiatives recommended by participants in the Alliance. The committees and Task groups will include the following:

1. A Branding Committee will be formed, with the Governor as Chair, to create, introduce, and implement a branding and coordinated advertising scheme for Utah as a technology center. Extensive public involvement will be invited as the branding strategy is developed.
 - a. Vicki Varela will staff the effort with support from Deborah Lindner at DCED and Kim Scott at EDCU.
 - b. Professional outside support will be contracted as necessary.
 - c. The effort will be concluded before December 31st with long-term follow-on activity.
 - d. The committee will coordinate all advertising efforts by DCED, EDCU and other members of the Alliance to assure consistent branding visibility. The branding will also be coordinated with the work effort of the Public Awareness Task Group described in paragraph 5 below.

2. A Rural Impact Committee has been formed with Wes Curtis as Chair, to define specific goals and task group activities to assure that the economic benefits of the Alliance extend into Utah's rural communities.
 - a. Committee members will be comprised of rural political leaders, economic development professionals and business leaders.
 - b. Specific task group recommendations from the committee will be submitted to the Governor by December 15th.
3. A task group will be created to develop and implement a timely and accurate deal flow reporting mechanism for the state.
 - a. The task group will define methods for collecting deal flow data, assuring completeness and accuracy and publishing in a timely manner.
 - b. The proposals will be implemented by June 1st of 2001.
 - c. The task group will also look at the timely publishing of other high-tech news such as press releases, new product offerings, job openings etc.
4. A public awareness task group will be created to raise the profile of technology companies in Utah.
 - a. The group will create of an Alliance newsletter and manage the Alliance web page.
 - b. Work with print and broadcast media to improve high technology reporting.
 - c. Sponsor events, career days, science contests etc. to improve the public image of high technology.
 - d. Work to see one or more science center facilities established in Utah.
5. A "smart space" task group will be created to encourage the establishment of high technology magnet commercial and residential developments.
 - a. The group will encourage the establishment of 21st Century communities and commercial developments that provide full telecommunications capability, all required technical support services, and smart space planning for the new economy.
 - b. A branded Seal of Approval for new economy developments will be created.
 - c. Criteria will be defined for awarding the Seal of Approval.

6. A task group will be created to assure the rapid and uniform deployment of telecommunications infrastructure.
 - a. The task group will meet with service providers and develop an action plan.
 - b. Attention will be given to “last mile” installations, more timely deployment to new commercial developments, more uniform geographical distribution in urban areas and to rural Utah.
 - c. Maps to be made available detailing established telecommunication access sites as well as schedules and sites for new deployment.
7. A “Build Out” task group will be created to provide detailed information for prospective companies interested in expansion in Utah.
 - a. The group will develop a list of resources frequently required by businesses making inquiries into Utah.
 - b. Create lists of providers in each of the categories.
 - c. Include all state and local government agencies involved.
 - d. Make the lists community specific.
 - e. Assure adequate funding for the Industrial Assistance Fund and other state incentives to allow a continuation of their key role in closing deals.
8. A domestic investment task group will be created to assure increased investment from within Utah into technology entrepreneurship.
 - a. The task group will investigate all sources of domestic investment that might be directed toward Utah companies.
 - b. Discussions will be initiated with The Utah State Retirement Fund to encourage a portion of the fund to be directed toward Utah investments.
 - c. The Governor will schedule a meeting at the mansion with the 10 largest pension fund managers in the state to encourage Utah investments.
9. A task group will be created to provide training to angels, seed investors and venture capitalists on the process and needs of entrepreneurial technology companies.
 - a. The Governor will host a series of conferences on investments in high technology businesses.

- b. The Governor will host a conference to train economic development personnel and local government officials in the needs of the high tech industry.
 - c. The Alliance will partner with the Utah Bar Association, the Utah Bankers' Association and the Utah CPA's Association to develop conferences on relevant subjects.
- 10. An education task group will be created to identify all issues related to strengthening the training of Utah's workforce in the new economy.
 - a. The task group will work to establish entrepreneurship training curriculum in Utah colleges and Universities.
 - b. The group will define specific actions required to accomplish the Governor's goal to double the number of science and engineering graduates. Attention should be given to both higher education and the K-12 stream of new students.
- 11. A task group will be created to formalize, expand and nurture the Friends of Utah Network
 - a. A Friends of Utah Network committee will be formed with membership to include those involved in technology that live in places other than Silicon Valley.
 - b. The names of attendees at the Silicon Valley reception will be consolidated on to a list management system.
 - c. Develop a marketing campaign aimed at the targeted group.
 - d. Develop a newsletter and other methods of communication.
 - e. Host regular gatherings in Silicon Valley to maintain the networking value.
 - f. Create Utah events that enhance networking within the state of Utah. For example, a group of after work mixers hosted at the Governor's mansion or office.
- 12. A task group will be created to conduct monthly trade missions to Silicon Valley from Utah.
 - a. The task group would work closely with the Build Out task group (paragraph 7) and the Friends of Utah task group (paragraph 11)
 - b. The group will assist in the organization and conducting of trade missions to Silicon Valley.

- c. Each trade mission should have a public relations component, specific companies contacted and recruiting and networking for other Alliance purposes.
 - d. Host quarterly trade missions in Utah for technology constituents from the Silicon Valley.
- 13. A task group will be created to raise the awareness among legislators of the technology community.
 - a. The group will work to provide information and education to legislators on technology issues.
 - b. Lobby the legislature on matters of importance.
- 14. A task group will be created to address the issues associated with recruiting middle and high level management into Utah.
 - a. The group would identify all barriers to recruitment and define action plans.
 - b. Work with local recruiting firms, industry associations and individual companies to identify specific issues and resolve them
- 15. A task group will be created address the issues of the professional support services community.
 - a. The group would define all issues with regard to high technology banking concerns in Utah. This would include looking at the practices of banks such as Silicon Valley Bank and the Wells Fargo Technology Lending Group for effective models.
 - b. The group would review all concerns expressed by the committees in regard to Utah legal services. Alliances with Silicon Valley firms would be encouraged to develop in-state strengths for legal support to entrepreneurial companies.
- 16. A task group will be created to address the challenges associated with technology transfer from Utah's universities to high technology businesses.
 - a. The group will meet with technology transfer officers, university administrators, and local businesses to identify barriers to technology transfer.
 - b. Issues such as intellectual property ownership, licensing practices, disclosure of information, and sponsored research contracts will be addressed.
 - c. The objective of the group will be to encourage the full utilization of Utah's research technology portfolio by smoothing the technology transfer process.

17. A task group will be formed to encourage Utah's international presence in the high technology marketplace.
 - a. The group will work closely with the DCED's International Department to encourage the growth of Utah businesses engaged in import/export activities.
 - b. The group will encourage international businesses to consider Utah for expansion and build out opportunities.
18. A task group will be created to maximize the impact of the upcoming 2002 Olympic Games upon Utah's high technology business community.
 - a. The group will work closely with DCED, the Salt Lake Organizing Committee and other entities to assure that there is maximum exposure of Utah's high technology business environment prior to and during the Olympic games.
 - b. Work with local media, international unaccredited media, and other contacts to promote Utah.
19. A New Economy/Livability task group will be appointed. This task group will help coordinate the activities of the Quality Growth Commission, 21st Century Communities Program, and the Envision Utah Partnership such that they address the quality of life issues important to employees of technology industries.
 - a. Natalie Gochmour, State Planning Coordinator, will coordinate staff support.
 - b. Task force members will include representatives from the Quality Growth Commission, Rural Partnership Board, and Envision Utah Steering Committee.
 - c. The task force will formally assess the highest priority quality of life issues to employees of technology companies (ex. air quality, traffic congestion, housing choices, vital city centers, critical land conservation, trails/recreation).
 - d. The task force will help link these priorities to the work plans of each entity (ex. demonstration projects, grants, outreach, etc.)
 - e. The task force will serve as ambassadors of livability by pro-actively communicating, in and out-of-state, Utah's long term, unwavering commitment to the quality of our surroundings.
20. A task group will be formed to address energy use concerns as they relate to the business growth anticipated from the Alliance.
 - a. The group will assure that all planning for infrastructure development, new commercial developments, residential communities, and other facilities will

conform to modern energy use guidelines and requirements.

- b. Detailed guidelines will be provided to all municipal planners, commercial and residential developers, as well as expanding or relocating businesses to assure that there is broad understanding of the energy use requirements.